

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis Pengaruh Rasio *Leverage*, Rasio Profitabilitas dan Keputusan Investasi Terhadap Nilai Perusahaan *Food And Beverage* Yang Terdaftar Di Bursa Efek Indonesia. Rasio *leverage* diukur dengan *debt to equity ratio*, rasio profitabilitas diukur dengan *return on equity* dan keputusan investasi diukur dengan *price earning ratio*, sedangkan nilai perusahaan diukur dengan *price to book value*. Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel menggunakan metode sampel jenuh, yaitu terdapat 11 perusahaan. Metode analisis menggunakan statistik deskriptif dan statistik inferensial

Berdasarkan dari hasil statistik deskriptif diketahui bahwa keputusan investasi perusahaan berada pada kondisi yang cukup baik, sedangkan rasio *leverage*, rasio profitabilitas dan nilai perusahaan berada dalam kondisi yang rendah.

Hasil uji asumsi klasik yang dilakukan menunjukkan bahwa tidak terdapat pelanggaran, demikian juga hasil uji kelayakan model menunjukkan bahwa model regresi yang digunakan layak untuk digunakan. Hasil uji hipotesis menunjukkan bahwa rasio *leverage*, rasio profitabilitas dan keputusan investasi berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci : Rasio *Leverage*, Rasio Profitabilitas, Keputusan Investasi, Nilai Perusahaan



ABSTRACT

The research aimed to analyze the effect of leverage ratio, profitability ratio and investment decision on the firm value of food and beverage companies which were listed on Indonesia stock exchange. While, leverage ratio was measured by debt to equity ratio, profitability was measured by return on equity and investment decision was measured by price earning ratio moreover, the firm value was measured by price to book value. Furthermore, the research was quantitative. In addition, the sampling collection technique uses saturated sampling, in which there were eleven companies as sample. For the data analysis technique, it used descriptive and inferential statistic.

Based on the statistic descriptive result, it showed the company investment decision was fairly good. On the other hand, the ratio leverage, profitability, and firm value were poor.

The result of classical assumption test concluded there was no violation. Moreover, the proper test model also concluded the regression model was properly to used in addition, the hypothesis test concluded the leverage ratio, profitability ratio and investment decision had significant effect on the firm value.

Keyword : leverage ratio, profitability ratio, investment decision, firm value

